

Ad Astra



Per Aspera

Kansas Department of Health And Environment

Kansas Newspaper Clips Report - August 2008

Total Tobacco Clips:120

Total PAN Clips: 127

Coverage Characteristics

Type

Hard News	94	78.33%
Editorial	8	6.67%
Letter To Editor	14	11.67%
Editorial Cartoon	0	0.00%
Advice	4	3.33%

Origin Of Story

National	12	10.00%
State	44	36.67%
Local	64	53.33%

Prominence

Front Page	29	24.17%
Editorial Page	23	19.17%
Other	68	56.67%

Scope Of Story

National	16	13.33%
State	53	44.17%
Local	51	42.50%

Clean Indoor Air

Primary	35	29.17%
Secondary	21	17.50%
No	64	53.33%

Opinion Slant of Editorials, Letters

Pro Tobacco	0	0.00%
Anti Tobacco	16	61.54%
Neutral	10	38.46%

Advertising Restrictions

Primary	1	0.83%
Secondary	4	3.33%
No	115	95.83%

Slant

Pro Tobacco	0	0.00%
Anti Tobacco	12	10.00%
Neutral	108	90.00%

Tobacco Control Policy

Economic Disincentives

Primary	0	0.00%
Secondary	6	5.00%
No	114	95.00%

ETS

Primary	4	3.33%
Secondary	44	36.67%
No	72	60.00%

MSA Expenditures

Primary	27	22.50%
Secondary	3	2.50%
No	90	75.00%

Prevalence

Primary	0	0.00%
Secondary	13	10.83%
No	107	89.17%

Youth Access

Primary	2	1.67%
Secondary	14	11.67%
No	104	86.67%

Coalition/Partner Activities

Primary	4	3.33%
Secondary	28	23.33%
No	88	73.33%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	0	0.00%
Secondary	47	39.17%
No	73	60.83%

Cessation

Primary	29	24.17%
Secondary	10	8.33%
No	81	67.50%

Health Care Costs

Primary	0	0.00%
Secondary	28	23.33%
No	92	76.67%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	16	5.18%
Secondary	39	31.09%
No	65	63.73%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:127

Type		Prominence	
Hard News:107	84.25%	Front Page:21	16.54%
Editorial:6	4.72%	Editorial Page:13	10.24%
Letter to Editor:5	3.94%	Other:93	73.23%
Editorial Cartoon:0	0.00%		
Advice:9	7.09%		

Origin of Story		Scope of Story	
National :5	3.94%	National:25	19.69%
State:39	30.71%	State:30	23.62%
Local:83	65.35%	Local:72	56.69%